

## **Comprehensive Plan Baseline Summary of Health & the Built Environment Policies**

This reference document serves to identify the City's existing goals, objectives, and policy implementation work programs that are related in some way to protecting and promoting human health in the built environment (places shaped by man). Only the most pertinent Comprehensive Plan documents have been evaluated, although other associated plans such as neighborhood and redevelopment plans also contain health policies related to the built environment. Four documents are presented:

1. The Comprehensive Plan (2005)
2. Sustainability Chapter (2009)
  - a. "Objective 6 – Strong and Healthy Community"
3. Bicycle & Pedestrian Plan (2010)
4. Eau Claire Waterways Plan (2012)

In trying to keep this summary concise, the title of each plan has a hyperlink to access further information if interested in a particular goal or objective's policy. "Objective 6 – Strong and Healthy Community" has been singled out since it is the most direct example between the built environment and health. This objective and its full section in the Sustainability Chapter is included in Appendix A. The purpose of the new Chapter on Health is to determine issues/policies that were not addressed in these previous plans and those that might need further strengthening.



### **Eau Claire Health Chapter Comprehensive Plan**

## **Comprehensive Plan**

**Goals of the Plan** (*in this case, applicable objectives are listed under each goal*)

1. **Land Use Goal:** Establish and maintain a land use pattern that achieves a desirable balance among quality of life, economic growth, protection of natural resources, and efficient delivery of public services.
  - **Sustainable Growth Objective.** Grow by investing in established areas, carefully planning new neighborhoods, providing attractive public amenities, and protecting environmental resources.
  - **Perimeter and Regional Growth Objective.** Achieve compact and cost-effective perimeter growth for the long-term future.
  - **Residential Neighborhoods Objective.** Reinforce or create neighborhoods with a diversity of housing, attractive public spaces, compatible land uses, and a sense of identity.
  - **Riverfronts and Stream Corridors Objective.** Guide waterfront land use to parks, open space, housing, offices, and similar land uses that are compatible with the rivers.
  - **Major Roadway Corridors Objective.** Plan land use along the major road corridors in a manner supportive of the functional classification of the road.
  - **Environmental Resources Objective.** Safeguard and improve environmental features as a means of promoting sustainable urban development, revitalization and quality of life.
  - **Redevelopment Objective.** Restore underutilized urban and waterfront properties to viable commercial, residential or recreational opportunities.

- **Inappropriate Land Use Objective.** Reduce land use conflicts through redevelopment of blighted, vacant or underutilized properties, enhanced buffering or screening, and improved building and site design.
  - **Public Infrastructure Investments.** Encourage state and local investments in public facilities and infrastructure that are consistent with the principles of Smart Growth and the objectives of the Comprehensive Plan.
  - **Regional Planning Objective.** Build land use planning relationships in the greater Chippewa Valley that support the principles of Smart Growth and that help accomplish the Comprehensive Plan.
- 2. *Natural Resources Goal.*** Protect or improve steep slopes, wetlands, and streams in Eau Claire to promote sustainable development, ecological responsibility, quality of life, and economic development.
- **Water Resources Objective.** Protect and improve the quality of surface and ground water in and near Eau Claire.
  - **Wildlife Habitat Objective.** Protect the key remaining small tracts of wildlife habitat and restore or improve the quality of other locations.
  - **Soil Resources Objective.** Safeguard soils by reducing soil erosion, especially near streams and wetlands, and by promoting compact urban growth.
- 3. *Transportation Goal.*** Improve the City transportation system to ensure the safe and efficient movement of people and goods, and provide a variety of mode choices, while enhancing neighborhood livability and resident quality of life.
- **Balanced and Efficient Transportation System Objective.** Provide a balanced and efficient transportation network that offers viable alternatives to driving and maximizes use of existing investments.
  - **Transportation Smart Growth and Land Use Objective.** Coordinate the provision and improvement of transportation infrastructure with revitalization projects and compact, directed growth, as defined in the Land Use Chapter.
  - **Transit-Oriented Development Objective.** Promote development in corridors and districts that encourage transit ridership.
  - **Thoroughfare System Objective.** Work with WisDOT, Eau Claire and Chippewa Counties, and the MPO to maintain a thoroughfare system that ensures: a safe and efficient movement of people and goods; efficient and cost-effective use of public resources; minimal negative impacts to adjacent land uses and the community; and consistent, predictable, and comfortable driving environments.
  - **Traffic Forecasting and Management Objective.** Mitigate traffic congestion when and where necessary to maintain traffic flow, and minimize travel delays with a balanced approach that respects community values.
  - **Neighborhood Streets Objective.** Design neighborhood streets with features for automobile, bicycle and pedestrian travel, while limiting the impacts of traffic.
  - **Pedestrian Environment Objective.** Improve pedestrian connections to create a continuous and seamless pedestrian system, and enhance the pedestrian environment to create a more walkable community.
  - **Local Bus Transit System Objective.** Sustain and improve the local bus transit system to serve both transit-dependent and discretionary riders.
  - **Intercity Bus Objective.** Coordinate local and intercity transit service.

- **Bicycle Network Objective.** Continue to build a connected bicycle route and trail network that is viable, convenient, safe and secure, and which will encourage both utilitarian and recreational bicycling.
  - **Parking Management Objective.** Require only the amount of parking necessary to avoid problems and maintain viable businesses, considering transit and on-street spaces.
  - **Passenger Rail Objective.** Work with the Midwest Rail Initiative, WisDOT, and other agencies to link Eau Claire to the proposed high-speed passenger rail service.
  - **Freight Railroads Objective.** Work with private railroads to ensure safe crossings and mitigate impacts to neighborhoods.
  - **Trucking Objective.** Provide for the safe and efficient movement of truck traffic through Eau Claire while minimizing negative impacts to neighborhoods.
  - **Chippewa Valley Regional Airport Objective.** Seek to ensure that efforts of the Chippewa Valley Regional Airport to maintain and improve passenger and freight services will not adversely impact adjacent residential neighborhoods.
- 4. *Parks System Goal.*** Expand the park system into new neighborhoods while improving the conditions in the older parks.
- **New Parks Objective.** Plan, acquire, and develop additional parks to help meet the outdoor recreation needs of the community's population, protect environmentally sensitive areas, provide sites for environmental education and improve urban design.
  - **Park Improvements and Maintenance Objective.** Continue to improve existing parks and greenways so they meet current recreation needs, are visually appealing and sustain the natural environment.
  - **Waterfront Access and Trails Objective.** Improve public enjoyment of rivers and streams in Eau Claire by creating new park land, acquiring easements for access and protection of open space, and linking existing parks with paths where possible.
  - **Bicycling and Walking Objective.** Extend the off-road path system and supplement it with on-road bicycling lanes for transportation and recreation.
  - **Role of Parks in Urban Design Objective.** Locate and design parks, greenways and parkways to enhance the quality of residential neighborhoods and commercial districts, reflect Eau Claire's cultural heritage and honor civic life.
  - **Ecology and Environment Objective.** Plan and design parks and greenways to protect environmentally sensitive features, reduce negative environmental effects and serve as models of land stewardship.
  - **City-wide Facilities and Recreation Programs Objective.** Refine park system facilities and recreation programs to meet changing outdoor recreation needs, meet safety and access guidelines, and achieve other objectives of this Plan.
  - **Other Community Recreational Facilities Objective.** Work cooperatively with other communities, units of government, landowners, or recreation providers to reduce costs and enhance the delivery of outdoor recreational facilities.
- 5. *Physical Character Goal.*** Improve the aesthetics and enhance the identity of the City as a whole, and its neighborhoods, major road corridors, and waterfronts by building on its traditional urban character, natural amenities, and history.

- **Overall Urban Character Objective.** Regional Setting: Use public improvements, public art, and land development regulations to preserve, highlight, and interpret the major elements and special places that evoke the regional, environmental, and cultural history of Eau Claire.
  - **Established Neighborhoods Objective.** Maintain or revive the traditional urban character of the older neighborhoods so that they remain attractive places to live.
  - **Mixed and Multi-use Development Objective.** Encourage a mix of compatible land uses in a variety of locations and scales in order to create more vital and walkable activity centers.
  - **Site Design Objective.** Improve standards for site planning and design, including building and parking placement, pedestrian connections, signage, and landscaping.
  - **Waterfronts Objective.** Improve the visual quality and connections to the Chippewa and Eau Claire Rivers to support appropriate development and enhance the community's quality of life.
  - **Parkways Objective.** Build an interconnected parkway system to help improve community appearances, property values, and quality of life.
  - **Parks Objective.** Build parks and interconnected greenways to enhance the quality of residential neighborhoods and commercial districts, reflect Eau Claire's cultural heritage, and honor civic life.
  - **Outdoor Lighting Objective.** Regulate outdoor lighting so as to reduce off-site
- 6. Economic Development Goal.** Goal: Seek to maintain a diverse economic base, high-quality workforce, and key quality of life assets necessary for attracting business investment and creating a sustainable tax base.
- **Sustainable Development Objective.** Foster development that balances the benefits and burdens of economic growth by seeking to meet current community economic needs without reducing the capacity to meet the needs in the future.
  - **Redevelopment Objective.** Support redevelopment of contaminated, blighted, and underused properties with strong potential for reuse as business and industrial development sites.
  - **Revitalization Efforts Objective.** Foster economic revitalization of Downtown, the riverfront and other commercial areas by encouraging diverse economic activity, including public and private offices, retail, services, medical, hospitality businesses, high-density housing, and civic, cultural, and entertainment uses.
  - **Campus Planning Objective.** Foster coordination among the long-term development plans for major institutions in the vicinity of the University of Wisconsin-Eau Claire and Sacred Heart Hospital and in the vicinity of the Luther-Midelfort (Mayo) medical campus.
  - **Workforce Objective.** Foster the competitive workforce needed for a high technology economy by working with community organizations and institutions to update existing workforce skills and to invest in the outdoor, recreational, lifestyle, entertainment, and neighborhood amenities.
- 7. Public Utilities Goal.** Maintain the existing public utility system and extend urban services to fringe areas in a planned, staged manner, while minimizing the impacts to the natural environment.
- **Existing Water and Sewer System Infrastructure Objective.** Own, maintain, and improve the existing sanitary sewer and water infrastructure.
  - **New Water and Sewer System Infrastructure Objective.** Ensure that water and sewer systems are extended to annexed properties in a planned and staged manner with minimal disruption to the natural environment.
  - **Natural Environment Objective.** Maintain the existing public utility system and construct new public utility infrastructure in a manner that minimizes harm to the natural environment.

- **Surface Water Management Objective.** Implement the Comprehensive Storm Water Management Plan, the subsequent sub-area studies and the State water quality permit under NR 216.
- 8. Community Facilities Goal.** Locate and maintain public facilities and services so as to support the goals of compact growth, neighborhood revitalization, and sustainable new neighborhood design.
- **Police and Fire Services Objective.** Continue to provide a high level of police and fire services.
  - **Schools Objective.** Coordinate urban growth, particularly new parks, with public elementary, middle, and high schools.
  - **Community Recreation Facility Objective.** Continue to study the need and feasibility of creating a multi-purpose community building for recreation and meetings.
  - **Chippewa Valley Regional Airport Objective.** Seek to ensure that efforts of the Chippewa Valley Regional Airport to maintain and improve passenger and freight services will not adversely impact adjacent residential neighborhoods.
- 9. Housing Goal.** Stabilize and improve established neighborhoods, while promoting affordable and decent housing for all residents of Eau Claire.
- **Housing Affordability Objective.** Use regulations and assistance programs to help make housing affordable for all.
  - **Housing Rehabilitation Maintenance, and Infill Development Objective.** Continue to support and require maintenance of all types of housing.
  - **Housing Diversity Objective.** Promote, through plans and regulations, a broad range of housing types and price levels in each major district or neighborhood.
  - **Multiple-family Housing Design Objective.** Improve the appearance of multiple-family housing so that it becomes a more acceptable and compatible alternative.
- 10. Historic Preservation Goal.** Identify, protect, and preserve Eau Claire's resources, which reflect distinctive elements of the City's cultural, social, economic, political, historical, and architectural heritage in order to enhance the quality of life and foster pride and knowledge about Eau Claire's past.
- **Education Objective.** Continue to provide and expand upon programs and activities that will instill an appreciation and pride in Eau Claire's past.
- 11. Downtown Goal.** Re-establish the Downtown as a regional mixed-use activity center integrating civic and government uses, professional and corporate offices, health care, meeting and entertainment facilities, arts and culture, housing, and specialty retail.
- **Redevelopment Objective.** Support redevelopment of blighted, vacant or underutilized properties and sites in the Downtown area.
  - **Pedestrian Orientation Objective.** Enhance the walkability of the Downtown by ensuring safe, attractive, and pleasant pedestrian routes and connections within the Downtown area and between the Downtown and adjacent neighborhoods, public parks, and major activity centers.
  - **Circulation Objective.** Provide a safe internal circulation system that is interconnected among districts with pedestrian and vehicular, and multi-modal access from the peripheral highway system.
  - **Housing Objective.** Encourage a mix of housing styles and opportunities within and surrounding Downtown to meet the diverse economic needs of the community.

- **Historic Waterfront District Objective.** Encourage the development of the Historic Waterfront District as the principal Downtown location for art, entertainment, civic uses, specialty businesses, and food establishments.
- **North Barstow District Objective.** Encourage the development of the N. Barstow district as the location for the Downtown's showcase riverfront development anchored by the N. Barstow redevelopment area on the west, and the mixed industrial, business, and housing uses of Banbury Place to the east.
- **Medical Center District Objective.** Encourage the development of the Medical Center District as a health care services activity center area anchored by the Luther Midelfort Hospital medical campus, related office uses, and convenience retail and support businesses.

**12. Intergovernmental Cooperation Goal.** Work jointly with other governments to achieve an orderly, compact, and cost-effective urban development pattern in the Eau Claire-Chippewa Falls metropolitan area.

- **Smart Growth Cooperation Objective.** Encourage government jurisdictions in the metropolitan area to work together in implementing policies consistent with the Comprehensive Plan recommendations for the Urban Sewer Service Area and the principles of Smart Growth.

## **Comprehensive Plan's Policy Implementation Work Program**

### Continuous Planning Program

- Continue to implement the Special Conditions and Best Management Practices of the WPDES Municipal StormWater Permit as required by the schedule in that agreement.
- Work with the Metropolitan Planning Organization to update The Regional Transportation Plan.
- Work with WisDOT to design the Birch Street bridge over the Eau Claire River and the link between CTH Q and Spooner Avenue in Altoona.
- Establish a citizen advisory committee to promote multi-modal and alternative modes of
- Identify properties that are suitable for redevelopment, set priorities, and implement a plan to address them.
- Update the Section 106 Agreement to comply with State Historical Society requirements pertaining to Community Development Block Grant related projects.
- Establish the North Barstow Business Improvement District.
- Prepare design guidelines for Downtown development.
- Implement the Transit Development Plan recommendations.
- Create design standards for new facilities in the business parks.
- Write and adopt access management guidelines to improve traffic operations and safety.
- Complete the redevelopment of the North Barstow Redevelopment District.
- Redevelopment Authority
- Seek opportunities to retrofit streets with bicycle lanes that are designated as bicycle routes, as such streets are reconstructed.

### Plans and Studies

- Complete the location study for Downtown transfer station and implement its recommendations.
- Help prepare an area master plan for: (1)the vicinity of UW-EC and Sacred Heart Hospital; and (2)Luther- Midelfort (Mayo) Hospital and vicinity.
- Develop a comprehensive pedestrian/bicycle plan.

- Study and plan for redevelopment of the west bank of the Chippewa River north and south of Madison Street.
- Develop a City-wide bicycle route system plan.
- Study the need for and feasibility of a community indoor recreation center that may include an ice sheet and aquatic park.
- Study the elimination of the one-way traffic movement on South Barstow and Graham
- Streets prior to reconstructing the South Barstow streetscape.

#### Codes and Ordinances

- Strengthen the Multi-Family Housing Design Guidelines and incorporate them into the Zoning Ordinance.
- Consider an amendment to Section 2.64 of the City Code of Ordinances to provide for Waterways and Parks review of development proposals for land adjacent to parks and greenways that is separated from such areas by a public right-of-way.
- Consider adoption of regulations protecting steep slopes and major wooded areas.
- Amend the Zoning Ordinance to include regulatory incentives for infill projects compatible with older neighborhoods and historic districts.
- Consider adoption of regulations limiting outdoor lighting consistent with Dark Sky standards.
- Consider adoption of an ordinance requiring parkland or cash dedication.

#### Joint Efforts

- Encourage the Chippewa Valley Regional Airport to plan its facilities cooperatively with the City and give due consideration to the adjacent neighborhood.
- Initiate efforts among local jurisdictions to update zoning ordinances and related development regulations to provide consistent standards in the Extraterritorial Review Area compatible with the Comprehensive Plan.
- Seek to negotiate cooperative boundary plans with nearby towns to ensure reliable implementation of the City's growth management strategy.
- Continue to promote an Eau Claire alternative as part of the Midwest Regional Rail System.
- Initiate or actively participate in joint intergovernmental planning for the future land use for specific growth locations and corridors in the Urban Sewer Service Area.
- Initiate efforts among local governments in the Chippewa Valley to implement a regional transit authority.
- Petition the WisDNR to amend the Urban Sewer Service Area boundary.
- Initiate a regular schedule of meetings of planning officials to discuss metropolitan planning and growth issues.
- Initiate efforts to establish a coordinated or joint review process for developments in the Extraterritorial Review Area.
- Convene a meeting of area jurisdictions to consider the creation of a metropolitan advisory commission on intergovernmental cooperation.
- Cooperate with nearby communities, the counties, and WisDNR to prepare a regional surface water management plan.
- Convene initial discussions and studies by area officials and community stakeholders to address metropolitan Smart Growth issues.

#### Capital Improvements

- Acquire new park sites consistent with the Comprehensive Plan.

- Acquire land along the rivers, Half Moon Lake, and Otter Creek for public parks, plazas, walkways, bicycling paths, overlooks, and riparian protection.
- Complete Clairemont Avenue Bicycle & Pedestrian Trail from Hastings Way to Chippewa River.
- Identify and acquire land for a soccer and softball complex.
- Build a new soccer and softball complex

## Sustainability Chapter

### **Overall Goal:**

Make certain that principles of sustainability in the Eau Claire area are followed to improve our quality of life by meeting present environmental, economic, and social needs without compromising the ability of future generations to do the same.

### **Objectives:**

1. **Energy:** Foster local energy production, conservation, and efficiency, while increasing the use of renewable power.
2. **Local Food:** Promote area food production, sales, and consumption while reducing food related waste.
3. **Environmental Conservation:** Safeguard our ecosystems, trees, soil and water resources.
4. **Atmosphere:** Reduce our contribution to global warming causing climate change and minimize air pollution.
5. **Managing Waste:** Promote consumer product awareness, increase recycling rates, and reduce the amount of substances entering into landfills.
6. **Strong and Healthy Community:** Continue to protect citizens from disease, promote healthy living, civic engagement, cultural and ethnic diversity, while partnering with others to provide these activities.
7. **Sustainable Development:** Guide and promote development so that buildings and neighborhoods incorporate sustainable features.
8. **Balanced Transportation:** Increase mobility choices by enhancing other forms of transportation besides that for automobiles. Design transportation infrastructure efficiently, safely, with the environment in mind, and connect to other local and regional networks.
9. **Greener Economy:** Bolster the local economy by attracting Green-collar jobs and encouraging businesses to become more sustainable.
10. **Sustainable Government:** Provide good government and cost-effective services, meet the needs of our citizens, protect the environment, and cooperate with other governments.



## **Sustainability Chapter's Policy Implementation Work Program**

### Public Information

- Provide information/a webpage that describes carbon-neutral energy types and what forms of financial assistance are available.
- Prepare informational brochures to provide proper education on growing local food and institutional bulk-buying at wholesale grower auctions.
- Provide information to increase consumer product awareness and environmentally preferable purchasing along with education on how to reduce, reuse, recycle, and recover waste materials.
- Continue to encourage developers to use the Planned Development or Traditional Neighborhood District ordinances to achieve objectives of Smart Growth.

### Continuous Planning Program

- Continue to support efforts to attract a grocery store to the downtown area.
- Encourage the use and restoration of native species and drought tolerant plantings.
- Continue to support City ordinances that require developers to plant street trees and rebate programs for homeowners who plant a tree on their lot.
- Continue volunteer programs to pick up litter in public places, parks, along waterways, during special events, and in the general community.
- Continue to promote and build infrastructure that accommodates a variety of travel options from bus, automobile, bicycle and pedestrian.

### Plans and Studies

- Consider becoming an Energy Independent Community by conducting an energy baseline audit and then develop a plan to increase renewable energy by 25% by the year 2025.
- Consider developing a strategy to reduce greenhouse gas emissions.
- Consider strengthen existing ordinances or adopt a similar ordinance to LEED's Neighborhood Design Rating System.
- Complete a Bicycle and Pedestrian Master Plan.

### Codes and Ordinances

- Consider adopting an outdoor lighting ordinance for all new construction and existing lighting retrofits.
- Consider expanding impervious surface requirements to all zoning districts while promoting the use of innovative pervious technologies.
- Develop a program that offers stormwater utility rebates/credits to businesses that exceed on-site requirements by providing exceptional stormwater management.
- Consider adopting a municipal ordinance which restricts the use of herbicides, pesticides, and fertilizers containing phosphates or other harmful chemicals. Require natural versions instead.
- Consider adopting a tree preservation ordinance that prevents clear-cutting of major wooded areas before development approvals.
- Update ordinances for Grading and Erosion Control and Stormwater Pollution Plans as per the State of Wisconsin's stormwater permit requirements.
- Consider ordinance that requires developers to obtain a grading permit before site soil disturbance.
- Consider passing an ordinance that bans plastic bags and styro-foam City wide or in certain circumstances.
- Consider an ordinance collection and disposal of unwanted/excess prescription drugs.

- Consider adopting an ordinance which requires demolition debris and building materials to be recovered for reuse.
- Consider requiring/offering incentives for certified green buildings (i.e. TIF Districts).
- Consider requiring green building certification or an equivalent for all new City buildings and major remodeling projects.
- Consider amending commercial zoning districts to allow for mixed-uses.

#### Joint Efforts

- Work with area power companies so they offer more renewable energy options.
- Work with citizens to convert vacant City-owned lots to food and garden plots.
- Work with State departments and others to plant more native species and remove invasive species in right of ways, parks or other open spaces.
- Start a program that encourages rain barrels or cisterns to capture water for rainwater reuse at homes and businesses.
- Partner with Eau Claire County Recycling Program to achieve a greater rate of waste reduction within City Limits with a vision towards the ultimate goal of zero waste.
- Consider percentage goals in the elimination of total waste the community produces to reach significant reduction totals.
- Work with the County to evaluate if a 'Pay-As-You-Throw' and/or 'Single-Stream' recycling ordinance should be adopted.
- Work with Eau Claire County to research the feasibility of opening a city wide composting site.
- Consider passing an ordinance that mandates businesses which sell consumer electronics must take-back electronics for reuse.
- Work with local garbage haulers to evaluate if an ordinance should be enacted that geographically assigns haulers to pickup zones.
- Consider a pilot project to run a community festival at zero-waste.
- Continue support of community events and other festivals.
- Work with Eau Claire Area School District and Safe STEPS to reach with safe routes all middle schools as well as high schools.
- Continue to advocate/campaign with West Central Wisconsin Rail Coalition, St Croix, and Dunn Counties for intercity passenger rail.

#### Joint Efforts

- Continue to advocate and campaign for the State to authorization regional transit agencies.
- Consider creating an area-wide or metropolitan task force charged with bringing governments, businesses, special interest groups, citizens, and others together to promote sustainability.

#### Capital Improvements

- Consider a pilot street project to convert a portion streetlamps to light emitting diodes.
- Consider a pilot solar, wind, geothermal, or hybrid vehicle project.
- Consider converting Forest Street into a larger community garden site.
- Consider a Green Roof pilot project on a City building.
- Incorporate green technologies into the new transit station.
- Replace the eight old Flyer Buses with electric-hybrids or alternative burning fuel buses.

## **Bicycle and Pedestrian Plan**

### **Overall Goal:**

Establish bicycling, pedestrian, and other non-motorized travel as a viable, convenient, and safe transportation and recreational choice throughout the City of Eau Claire, which will contribute to the quality of life in Eau Claire, sustainability of the environment, and health of all residents.

### **Objectives:**

#### **1. Facility Planning and Engineering Objectives:**

- Provide a safe, convenient, and enjoyable environment to accommodate all pedestrians, bicyclists, and other non-motorized means of travel cognizant of the diverse needs and mobility levels of the community's population.
- Institutionalize bicycle and pedestrian transportation into all planning, design, and construction activities for the City.
- Create pedestrian and bicycle-oriented environments and a more "walkable" community that encourages walking and bicycling as a mode of transportation.

#### **2. Education and Outreach Strategies Objectives:**

- Develop an enthusiasm and excitement within the community for bicycling and pedestrian travel as a popular means for transportation and means to improve the environment and the health of all residents.
- Increase the percentage of persons walking and utilizing bicycles as a mode of commuting and utilitarian travel.
- Develop a better understanding within the community of the needs of those with mobility limitations.
- Develop a collaborative mindset among governmental agencies, community organizations, and surrounding jurisdictions in the development and promotion of bicycling and pedestrian facilities and travel.

#### **3. Enforcement and Ordinance Strategies Objective:**

- Develop a mutual respect among motorists, bicyclists, and pedestrians through the education, acceptance, and observance of traffic laws and regulations to improve bicycle and pedestrian safety.

### **Bicycle and Pedestrian Plan's Policy Implementation Work Program**

#### **Facility Planning and Engineering Recommendations**

- Development of bicycle network
- Coordination with area jurisdictions
- Consider adoption of bicycle parking standards
- Consider adoption of site plan standards for bicycles/pedestrians
- Providing adequate bicycle parking at City facilities
- Continue to provide off-street parking allowances for bicycle parking
- Research ordinances regarding bicycle parking
- Work to eliminate major sidewalk gaps in the network
- Seek to eliminate pedestrian barriers (current city "Walk Score" is 46 out of 100)
- Work to eliminate gaps in the multi-use pathway system
- Provide convenient transit access

- Address deficiencies identified within the "Areas Requiring Further Study"
- Upgrade traffic signals with detections systems as they are upgraded
- Periodically evaluate traffic signal timing
- Seek to construct sidewalks along all new streets
- Develop formalized policies regarding sidewalk and pathway maintenance
- Develop formalized policies regarding construction detouring
- Consider changes to the subdivision code
- Research innovative design solutions to bicycle/ pedestrian issues
- Collect data regarding the utilization of facilities
- Continue to seek ownership of abandoned right-of-way
- Study the feasibility of mid-block pedestrian crossings

#### Education and Outreach Recommendations

- Develop informational maps and brochures
- Continue to add information and links to the BPAC website
- Contact private business to encourage bicycle parking facilities
- Work to continue and expand the Safe Routes to School Program
- Seek Bicycle Friendly Designation (city is Bronze Level for 2011-2015)
- Continue coordination with Downtown Eau Claire, Inc.
- Coordinate with organizations presenting special needs groups
- Promote recreational and community bicycling
- Develop community-wide wayfinding system
- Seek complete streets designation
- Prepare annual work program
- Conduct downtown bicycle needs study
- Incorporate bicycle/pedestrian issues in area plans

#### Enforcement and Ordinance Recommendations

- Review City ordinances and update as necessary
- Develop a plan to increase awareness of ordinances
- Review provisions relating to bicycling on sidewalks
- Continue and expand on safety oriented programs
- Seek to inform law enforcement personnel of State and city statutes
- Seek to increase enforcement in high bicycle/pedestrian areas
- Maintain high visibility of police with organizations and groups

## Waterways Plan

### **Goals of Plan:**

**1. The Greenway.** Continue to improve waterfront access and enjoyment through growth of linear parks and connections from the neighborhoods in coordination with land development.

**2. Land Use and Urban Design.** Guide land use and design in the waterway corridors in ways that enhance both the development and the Greenway.

**3. Ecology.** Protect and improve the natural functions of the waterways and their riparian environment.

**4. Economic Development.** Boost jobs and economic investment in Eau Claire through the amenity of the Greenway in conjunction with other public facilities, services and infrastructure.

**5. Achievement.** Implement this plan through sustained and continuous municipal investments aided by other public and private resources.

### **Waterways Plan's Policy Implementation Work Program**

#### The Greenway

- Improve walking routes from the neighborhoods to the waterfronts
- Enhance the walking and the driving connections between First Avenue and
- Carson Park along Grand Avenue and Lake Street
- Acquire steep slope along the Eau Claire River East of River Prairie Drive for use as a park
- Extend Greenway trail along the Eau Claire River upriver of Hastings Way
- Coordinate park and trail improvements with the City of Altoona
- Build Northwest Community Park
- Improve a bicycling route around Dells Pond from Mt. Simon Park to Riverview Park
- Rebuild the path from McDonough Park down to Dells Pond
- Build a paved trail to the northern end of Mt. Simon Park
- Negotiate for a boat launch of the Xcel Energy property immediately north of Domer Park
- Extend the Greenway in the West Riverside Neighborhood from Madison Street to the State Trail bridge (near Fulton Street) through voluntary property sale
- Extend Greenway and trail in the West Riverside Neighborhood from the High Bridge to Madison St.
- Consider creating a new park in the West Riverside Neighborhood near Maple Street and the river to replace Kessler Park and Kessler Bowl
- Acquire the privately-owned former railroad corridor that runs northwest from the High Bridge
- Build multi-use path on former railroad corridors extending north by the Ager House
- Build multi-use path on former railroad corridor west of the High Bridge
- Extend the multi-use path across a renovated High Bridge
- Extend the trail from High Bridge to Phoenix Park along the east side of the Chippewa River.
- Seek to upgrade the trail from Haymarket Square to Lake Street
- Provide for waterfront access at Haymarket Square in conjunction with redevelopment
- Improve the greenway from Grand Avenue to Lake Street (west side of the river)
- Construct a new trail along the 600 block of Menomonie Street
- Construct an overlook at the foot of Fifth Avenue in the Water Street Business District
- Create a park along University Drive and a walking path down the slope to the arboretum trail
- Negotiate for or purchase riverfront access between Clairemont Avenue and Short Street
- Prepare a development and management plan for the Ferry Street public open space
- Extend a bicycling route across Short Street to the Ferry Street open space
- Add a fishing dock on Half Moon Lake south of the causeway
- Rebuild stairs up bluff near Birch pavilion When causeway is reconstructed
- Rebuild and improve the causeway to Carson Park
- Extend the trail around Half Moon Lake

- Relocate the trail crossing of Menomonie Street south of Carson Park
- Acquire floodplain land along Otter Creek through donation
- Complete Otter Creek Park

#### Land Use and Urban Design

- Acquire through voluntary sale certain floodplain properties for park use
- Promote more appropriate land uses near the Greenway through the use of public improvements, the zoning ordinance, the guidance of this plan and the financial help of the Eau Claire Economic Development Authority; several target locations are suggested in this plan
- Seek opportunities for public art
- Follow “best management practices” along the creeks and throughout all watersheds under the City’s jurisdiction

#### Environmental and Cultural Resources

- Install interpretative and wayfinding signs along all segments of the Greenway
- Continue to improve views of the river, particularly in Downtown and in the Water Street area
- Continue to work with the DNR to improve water quality in Half Moon Lake

#### Economic Development

- Achieve the private redevelopment of the Oxford Street corridor with Redevelopment Authority assistance; acquire land to extend the Greenway
- Continue to prominently feature outdoor recreation, access to nature and quality of life in local marketing campaigns

#### Achievement

- Continue to form public/private partnerships to fund waterway improvements
- Continue public education about natural and cultural resource stewardship along the waterways.

## **Appendix A.**

### **Objective 6 – Strong and Healthy Community**

#### **Sustainability Chapter**

## Objective 6 – Strong and Healthy Community

**Continue to protect citizens from disease, promote healthy living, civic engagement, cultural and ethnic diversity, while partnering with others to provide these activities.**

Human society, like the environment and economy, is a component of sustainability. A strong and healthy community is a place where physical and psychological needs are met. Manfred Max-Neef, an economist and environmentalist, won the Alternative Nobel Prize based on his work identifying these fundamental human needs; which are:

- Subsistence: to survive, to have food, water, and shelter
- Protection: to feel safe and secure
- Affection: to experience emotion and human relationships
- Understanding: to encourage curiosity and acquire knowledge
- Participation: to assemble, take action and express opinions
- Leisure: to relax, reflect, play, and enjoy life
- Creation: to imagine, invent, design, and work
- Identity: to belong, have self-esteem, share values, and culture and
- Freedom: to have open-mindedness, equal rights, and autonomy.

A community that promotes and strives to meet these basic human needs, both collectively and individually, will undoubtedly be successful.

Eau Claire has a history of being successful. The Eau Claire Metropolitan area, which includes Eau Claire and Chippewa counties, consistently ranks high nationally as a safe community having a low crime rate. The low cost of living compared to other midwestern peer and larger cities, attracts economic development to the area. Eau Claire County is one of the healthiest counties in the State (*The 2008 Wisconsin Health Rankings*). Eau Claire has two large medical centers and a free clinic. The Chippewa Valley Free Clinic, a volunteer organization which provides medical services to low income individuals without insurance, has served over 21,000 patient visits since opening in July 1997. Eau Claire Area School District and higher learning institutions have strong reputations. All of these factors reassure citizens that Eau Claire will continue to strive to meet basic human needs well into the future. See the Parks Systems, Physical Character, and Housing chapters for more information.

### **Policies:**

1. **Existing Programs:** Continue Police, Fire, Ambulance, and National Incident Management System public safety programs. Continue human services programs provided by the City. The City/County of Eau Claire Health Department, City Housing Department, and the Parks and



Recreation Department administer multiple programs, from health care access, to housing for low-income individuals, to youth/adult recreational sports.

Continue providing support to organizations such as the Eau Claire Public Access Center, the L.E. Phillips Senior Center, the Community Beautification Association, local museums, economic development and tourism groups, the arts, and others.

2. **Health Plan:** Continue to support efforts for a local Health Improvement Plan to improve the health of Eau Claire citizens. The next State Health Plan, Healthiest Wisconsin 2020, will focus on the social and economic determinants of health. The list of determinants include equity, social justice, societal resources, standard of living, culture and history, social institutions, built environments, political structures, economic systems, technology, and the natural environment.
3. **Health and Urban Land Use**  
Consider the direct and indirect impacts on human health for existing situations or new developments. The built environment can positively or negatively affect public health. The location, size, layout, and density of new housing, can hamper active living if residents have to drive to accomplish their daily routines. Additionally, if new and existing neighborhoods do not include a variety of socio-economic backgrounds, polarization of communities can result. An example of this is when older neighborhoods are left to decay. Property values drop and the concentration of lower incomes rise making it difficult for the neighborhood to experience renewal. Research confirms the polarization of communities can have profound human physical and mental effects, from commuting problems to pockets of poverty.
4. **Active Lifestyles:** Continue to support and participate in programs that promote active lifestyles. The relationship between physical activity and health status is abundantly clear. Programs like Energize Eau Claire County improve our community's well-being by promoting and supporting regular physical activity, good nutrition, and healthier weights for people of all ages.
5. **Safe Routes to School:** Continue to build safe route infrastructure for Kindergarten through 8<sup>th</sup> grade students to bike or walk more to school. Apply for more State grant funding if new funds become available. Work with Eau Claire Area School District and Safe STEPS to connect all middle schools as well as high schools with safe routes.
6. **Festivals and Attractions:** Support Downtown Eau Claire Inc. and other entities which put on community festivals. Events such as Taste of Eau Claire, Open Air Festival of the Arts, Summer Fest, Festival in the Pines, bring people together from within and outside our community. Additionally, support should continue for places like Phoenix Park, Barstow Street, Water Street, L.E. Phillips Memorial Public Library, Eau Claire Regional Art Center, State Theater, the Children's Museum, etc.